Create Our Chicopee
Presentation Overview

Public Engagement
• Client Directive
• Methods and Implementation
• Survey Analysis
• Recommendations

Land-Use
• Aldenville Commons
• Corridor Improvements
• Pedestrian Network
Create Our Chicopee

7 PEAKS PLANNING

Public Engagement
"Even though I am a diehard Aldenvilleite, when I look around at the center of town, I feel depressed. It was such a vibrant area with two independent markets, hobby shop, pharmacy, and various small shops all supported by Aldenville residents. With more use of the Commons and re-use of the blighted commercial space, Aldenville could be a real gem."
The City of Chicopee would like to know what the residents of Chicopee think about their community. Therefore, we developed a public engagement strategy and used the results to inform our land-use decisions.
Goals of Public Engagement

1. Develop a public engagement process that includes a survey for Aldenville residents and stakeholders
2. Experiment with non-traditional modes
3. Analyze data collected from the engagement process to inform the neighborhood visioning process and final Aldenville Vision Plan
CREATE OUR CHICOPEE
LET'S TALK ABOUT ALDENVILLE
Who Responded to the Survey?
Aldenville Community Survey

Publicly available from October 13th to November 10th

375 total responses
182 Aldenville residents
(>2.5% of neighborhood)

77% of respondents discovered the survey on Facebook

<table>
<thead>
<tr>
<th>Relationship to Aldenville (select all that apply)</th>
<th># of Respondents</th>
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<tbody>
<tr>
<td>Live in Aldenville</td>
<td>182</td>
</tr>
<tr>
<td>Dine in Aldenville</td>
<td>171</td>
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<tr>
<td>Shop in Aldenville</td>
<td>105</td>
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<tr>
<td>Work in Aldenville</td>
<td>40</td>
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<tr>
<td>Other</td>
<td>95</td>
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Age of Respondents Who Live in Aldenville Compared to Total Aldenville Population (% by Age Bracket)

- Under 20: Aldenville Residents Who Responded to the Survey 10%, Total Aldenville Population 15%
- 20-29: Aldenville Residents Who Responded to the Survey 10%, Total Aldenville Population 10%
- 30-39: Aldenville Residents Who Responded to the Survey 15%, Total Aldenville Population 15%
- 40-49: Aldenville Residents Who Responded to the Survey 20%, Total Aldenville Population 20%
- 50-59: Aldenville Residents Who Responded to the Survey 25%, Total Aldenville Population 25%
- 60-69: Aldenville Residents Who Responded to the Survey 15%, Total Aldenville Population 10%
- 70 and above: Aldenville Residents Who Responded to the Survey 5%, Total Aldenville Population 5%
Age of Respondents Who Live in Aldenville Compared to Total Aldenville Population (% by Age Bracket)

% of Total

- Under 20
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 and above

Aldenville Residents Who Responded to the Survey
Total Aldenville Population
Age of Respondents Who Live in Aldenville Compared to Total Aldenville Population (% by Age Bracket)

- Under 20
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 and above

- Red: Aldenville Residents Who Responded to the Survey
- Blue: Total Aldenville Population
Age of Respondents Who Live in Aldenville Compared to Total Aldenville Population (% by Age Bracket)

- **Aldenville Residents Who Responded to the Survey**
- **Total Aldenville Population**

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<tr>
<th>Age</th>
<th>0%</th>
<th>5%</th>
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*Note: The graph illustrates the percentage of Aldenville residents who responded to the survey compared to the total Aldenville population across different age brackets.*
Respondents' Annual Household Income Compared to Chicopee Population (% by Income Bracket)

Annual Household Income

- Less than $20,000
- $20,000-35,000
- $35,000-50,000
- $50,000-65,000
- $65,000-80,000
- Greater than $80,000

% of Total Respondents

Survey Respondents

Chicopee Population*

* Source: 2012-2016 American Community Survey
Respondents' Annual Household Income Compared to Chicopee Population (% by Income Bracket)

Annual Household Income

- Less than $20,000
- $20,000-35,000
- $35,000-50,000
- $50,000-65,000
- $65,000-80,000
- Greater than $80,000

% of Total Respondents

Survey Respondents
Chicopee Population*

* Source: 2012-2016 American Community Survey
Respondents' Annual Household Income Compared to Chicopee Population (% by Income Bracket)

- Less than $20,000: 20% (Survey Respondents), 15% (Chicopee Population)
- $20,000-35,000: 15% (Survey Respondents), 10% (Chicopee Population)
- $35,000-50,000: 10% (Survey Respondents), 5% (Chicopee Population)
- $50,000-65,000: 15% (Survey Respondents), 10% (Chicopee Population)
- $65,000-80,000: 15% (Survey Respondents), 10% (Chicopee Population)
- Greater than $80,000: 35% (Survey Respondents), 30% (Chicopee Population)

* Source: 2012-2016 American Community Survey
Survey Analysis
Survey Overview

- Priorities
- Neighborhood Appearance
- Transportation
- Restaurants and Retail

- Public Life
- Open Space, Parks, and Recreation
- Neighborhood Identity
Survey Overview

- Priorities
  - Neighborhood Appearance
  - Transportation
  - Restaurants and Retail

- Public Life
- Open Space, Parks, and Recreation
- Neighborhood Identity
Priorities

What are Aldenville's most valuable strengths?
What in Aldenville needs the most improvement?

Rank the following:

• Parks, recreation, and open space
• Retail businesses and restaurants
• Employment opportunities
• Streets and sidewalks

• Housing options
• Community centers for seniors, children, and families
• School options
What are Aldenville's most valuable strengths?

- Parks, recreation and open space, 39%
- School options, 18%
- Housing options, 17%
- Community centers for seniors, children, and families, 4%
- Streets and sidewalks, 9%
- Employment opportunities, 3%
- Retail businesses and restaurants, 10%
What in Aldenville needs the most improvement?

- Retail businesses and restaurants, 32%
- Streets and sidewalks, 17%
- Employment opportunities, 14%
- Parks, recreation, and open space, 12%
- Housing options, 5%
- Community centers for seniors, children, and families, 15%
- School options, 6%
Priorities: Open-Ended Responses

• "Safe places to ride a bike. The bike trail by the library is not sufficient. Really need to address traffic concerns - speeding and parking on Grattan Street forcing cars to pull out of side streets with limited view."

• "More police presence. Last week a police officer rode by my house on a bike, I rather liked that idea."

• "It would be nice to see some more plantings and beautification in Aldenville."
Survey Overview

• Priorities
• Neighborhood Appearance
  • Transportation
  • Restaurants and Retail

• Public Life
• Open Space, Parks, and Recreation
• Neighborhood Identity
Neighborhood Appearance

In Aldenville...

• the houses and apartments look attractive
• the businesses look attractive
In Aldenville, the houses and apartments look attractive.
Neighborhood Appearance

In Aldenville...

• the houses and apartments look attractive
• the businesses look attractive
In Aldenville, the businesses look attractive.
Neighborhood Appearance: Open-Ended Responses

• “Aldenville is an old community and most of the homes are older but they are, for the most part, well-kept and attractive.”

• “A lot are horribly run down or sections of buildings abandoned for years!”

• “We have vacant, unsightly commercial space across from the Commons and on Grattan St. In the past, this was truly the hub of Aldenville.”
Neighborhood Appearance: Open-Ended Responses

• “Aldenville is an old community and most of the homes are older but they are, for the most part, well-kept and attractive.”
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Survey Overview

- Priorities
- Neighborhood Appearance
- Transportation
- Restaurants and Retail
- Public Life
- Open Space, Parks, and Recreation
- Neighborhood Identity
Transportation

In Aldenville...

• **traffic is a problem**
  • the streets are in good condition
  • the sidewalks are in good condition
  • there are enough crosswalks and walk signals
  • there is good access to public transit
In Aldenville, traffic is a problem.
Transportation

In Aldenville...

- traffic is a problem
- the streets are in good condition
- the sidewalks are in good condition
- there are enough crosswalks and walk signals
- there is good access to public transit
In Aldenville, the streets are in good condition.
Transportation

In Aldenville...

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In Aldenville, the sidewalks are in good condition.
Transportation

In Aldenville...

• traffic is a problem
• the streets are in good condition
• the sidewalks are in good condition
• there are enough crosswalks and walk signals
• there is good access to public transit
There are enough crosswalks and walk signals in Aldenville.
Transportation

In Aldenville...

• traffic is a problem
• the streets are in good condition
• the sidewalks are in good condition
• there are enough crosswalks and walk signals
• there is good access to public transit
Aldenville has good access to public transit.

Percentage of Respondents:
- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree
Aldenville Bus Service: Route X90, “B” Trips

Holyoke Transportation Center

Grattan St

Walmart

Mass Pike

Grattan & Mary

To Springfield Center

1 Mile
Transportation: Open-Ended Responses

• “Obviously, the intersection of Grattan, Dale and McKinstry streets can be very challenging.”

• “The traffic light at the intersections of Grattan and McKinstry…is awful, does not coincide with the next intersection…This causes blocking of the intersections…”
Transportation: Open-Ended Responses

• "Why are there **sidewalks on only one side of the street!!!**"

• "Why there are **not sidewalks on both sides of Dale** is beyond me. Very **dangerous for kids walking to Lambert Lavoie and Grattan.** They either have to walk in the street, or cross the street to get to the side with a sidewalk."
Survey Overview

- Priorities
- Neighborhood Appearance
- Transportation
- Restaurants and Retail
- Public Life
- Open Space, Parks, and Recreation
- Neighborhood Identity
Restaurants and Retail

In Aldenville...

• there are plenty of great restaurants
• there are stores where I like to shop
• I can purchase healthy food
In Aldenville, there are plenty of good restaurants.
Restaurants and Retail

In Aldenville...

- there are plenty of great restaurants
- there are stores where I like to shop
- I can purchase healthy food
In Aldenville, there are stores where I like to shop.

Percentage of Respondents

- **Strongly Agree**
- **Somewhat Agree**
- **Neither Agree nor Disagree**
- **Somewhat Disagree**
- **Strongly Disagree**
Restaurants and Retail

In Aldenville...

• there are plenty of great restaurants
• there are stores where I like to shop
• I can purchase healthy food
I can purchase healthy food in Aldenville.
Fresh From Our Field

Tomatoes

Bountiful Harvest Sale

$1.75 lb
Retail: Open-Ended Responses

• “Need more healthy food options, such as farmers' markets, especially during non-summer months when McKinstry's is closed.”

• “Lucky Strike Restaurant should be dedicated as a “Chicopee Treasure” for its many years in existence and keeping the old style quality and service.”

• “Too many restaurants are quick in and out places (pizza shops, Chinese food, etc.). Not enough places for a restaurant sit down (that isn't Lucky Strike).”
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Survey Overview

• Priorities
• Neighborhood Appearance
• Transportation
• Restaurants and Retail

• Public Life
• Open Space, Parks, and Recreations
• Neighborhood Identity
Public Life

In Aldenville...

• there are places for public events and community gatherings
• there is low crime
• I feel safe
In Aldenville, there are places for public events and community gatherings.
Angelo's Family RESTAURANT
"Authentic Italian Cuisine"
Pizza • Grinders
Dinners & More

Beer & Wine
OPEN FOR BREAKFAST
TUESDAY THRU SUNDAY
7AM
Public Life

In Aldenville...

• there are places for public events and community gatherings
• there is low crime
• I feel safe
There is low crime in Aldenville.
Public Life

In Aldenville...

• there are places for public events and community gatherings
• there is low crime
• I feel safe
I feel safe in Aldenville.
Public Life: Open-Ended Responses

• “It was nice to see the summer music series in the park with the gazebo.”

• “Very few events happen or are planned in the Aldenville area, or they are not advertised well enough to know.”

• “I have had drunks and addicts hanging in the Commons but have called the CPD several times to resolve the problem...I do not feel safe walking my dogs with the speeding on Grattan, Dale, and McKinstry.”
Survey Overview

• Priorities
• Neighborhood Appearance
• Transportation
• Restaurants and Retail

• Public Life
• Open Space, Parks, and Recreation
• Neighborhood Identity
Open Space, Parks, and Recreation

• In Aldenville...
  • there are enough parks and playgrounds
    • the parks are well-maintained
    • there is enough open space
There are enough parks and playgrounds in Aldenville.
Open Space, Parks, and Recreation

• In Aldenville...
  • there are enough parks and playgrounds
  • the parks are well-maintained
  • There is enough open space
The parks in Aldenville are well-maintained.
Open Space, Parks, and Recreation

• In Aldenville...
  • there are enough parks and playgrounds
  • the parks are well-maintained
  • there is enough open space
There is enough open space in Aldenville.

Percentage of Respondents

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree
Parks: Open-Ended Responses

• "Great improvements being done already at Ray Ash. Keep up the good work!"

• "Even at the parks the open space is often being used by sports teams. It’s great for them but doesn’t leave the park open for residents."

• "...The Commons is definitely under-used and is such a great space!...Would love to see food vendors and many more quality events."
Parks: Open-ended Responses

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• Open Space, Parks, and Recreation
• Neighborhood Identity
Neighborhood Identity

Which of the following locations do you consider to be in Aldenville?

- Rt. 391 Overpass
- The Gazebo on the Commons
- Ray Ash Park
- Arnold’s Meats
- Garrity Grove Park
- Pride Station
- Mass Pike Underpass

- St. Rose De Lima Church
- Chicopee Comprehensive High School
- Traffic Circle on Memorial Drive
- St. Stanislaus Cemetery
- Al’s Diner
"It's a diamond in the rough. It has potential to be loved and brought back to its former glory. Budgets are tight and understandably so, but without a little investment it cannot grow to its fullest potential."
Recommendations for Public Engagement
Survey Recommendations

1. Adapt Aldenville survey for each of Chicopee's other neighborhoods
2. Expand on "Neighborhood Identity" section
3. Revise demographic questions to conform with Census data categories
4. Secure a professional survey license
5. Develop a visual preference survey to better understand residents' perceptions of neighborhood appearance
If the City conducts another survey, what is the best method to contact you?

- Online survey by computer: 250
- Mailed survey to your home: 100
- Online survey to your phone: 75
- I do not wish to be included in future surveys: 50
- Focus group at the library or city hall: 25
- Paper survey at library or city hall: 1
If the City conducts another survey, what is the best method to contact you?

- Online survey by computer: 240 responses
- Mailed survey to your home: 100 responses
- Online survey to your phone: 75 responses
- I do not wish to be included in future surveys: 25 responses
- Focus group at the library or city hall: 10 responses
- Paper survey at library or city hall: 5 responses
Branding and Promotional Recommendations

1. Use the materials and branding that 7 Peaks developed
2. Involve people from the community for images and future designs
3. Create Planning Department Facebook page
4. Include mail-based distribution for future surveys
5. Identify community events to expand outreach
Key Stakeholder Outreach

1. Involve key stakeholders in survey development
2. Continue working with identified stakeholders while developing land-use proposals
3. Gauge interest in organizing a formal neighborhood group
4. Work with Elms College and local schools to continue outreach (with Planning Department staff coordinating)